THE KEY

to Bigger Profits

IN YOUR BUSINESS

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THE MODERN KITCHEN

the most talked-about room in the house

In recent years there has been more thought and attention centered upon the kitchen than any other room. Local and national groups, whole industries have advertised, publicized, and promoted the *modern, planned, work-saving kitchen*. They have aroused the enthusiasm and active interest of practically every housewife. Here's a demand, pent-up, waiting to be released, in every section of the country, IN YOUR OWN COMMUNITY! And here, for the first time is a complete organized plan for *planned kitchen* merchandising!

Magazines

pictures of planned kitchens
editorials on planned kitchens
feature articles on planned kitchens
editorial and subscriber correspondence on planned kitchens
plans and planning help on modern kitchens
over a million dollars' worth of magazine publicity space

Advertisements

planned kitchens in newspapers
planned kitchens in women's and home magazines
modern kitchens over the radio
modern kitchens are advertised widely by Westinghouse, General Electric, Norge, Kelvinator, Frigidaire, Monel, Tappan and many other manufacturers
advertisements on planned kitchens have outpulled product advertisements 10 to 1 consistently

Organizations

local and national groups have publicized the modern planned kitchen in meetings and lectures — schools, demonstrations and films — booklets, folders, kitchen plans — through home economists and kitchen specialists

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Displays

modern kitchens in retail stores
modern kitchens in store windows
modern kitchens in home building and food shows
modern kitchens at conventions and cooking schools
modern kitchens at exhibits and fairs

Model Homes

the modern planned kitchen has been featured in model homes everywhere
thousands upon thousands have visited these model homes
Architects, Builders, Contractors, Realtors, recognize the modern kitchen as a key factor in the selling or renting of houses

Contests

modern kitchen contests requesting plans, ideas, essays, stories have met with enthusiastic success
thousands of dollars in prizes have been offered by local and national organizations, gas and electric utilities, kitchen bureaus and home building groups, retail stores, distributors, publications

AMERICAN HOUSEWIVES ARE "PLANNED KITCHEN MINDED"

and you, better than anyone else, can cash in on this Universal Demand

Here's AN ENORMOUS MARKET READY AND WAITING FOR YOU TO TURN THE KEY!

The market for the modern, planned kitchen is seemingly unlimited, and has hardly been touched. On farms, in the cities, towns, villages, suburbs, housewives everywhere *WANT* modern, planned kitchens. They're enthusiastic, eager, ready to buy!

It's a market with no income class distinctions. A modern, planned kitchen may cost anywhere from $175.00 to $4,000.00...can be installed in cottage, mansion or apartment... whether it's newly constructed, being renovated, or remodeled...whether owned, rented, or for sale.

Any woman who has any use for a kitchen NEEDS—WANTS—AND CAN AFFORD A MODERN *PLANNED KITCHEN!*

The few who have recognized this wide-open opportunity have made HUGE PROFITS

IN BOSTON, MASS.

a kitchen modernizing activity was conducted. Results were:

KITCHEN PLANS REQUESTED	240
KITCHEN PLANS SUBMITTED	229
SALES CLOSED	182
DOLLAR SALES	$20,438.00
RATIO SALES TO PLAN	96%

IN ST. LOUIS

IN 1937 alone there were over 400 Porta-bilt installations — three apartment houses installed respectively 9, 12, and 17 complete Porta-bilt Kitchens — one housing development used 42 Porta-bilt Kitchens

THUS FAR IN 1938 over

250

COMPLETE PORTA-BILT KITCHENS HAVE BEEN PURCHASED

Porta-bilt Kitchens are now being installed at the rate of 2 a day!

IN PORTLAND, ORE.

a campaign centering around kitchen modernization was sponsored. Results here were:

600

PLANS PREPARED

and an average of 2.2 major appliances for all plans made.

IT'S NICE WORK---

AND YOU CAN GET IT EASIER THAN ANYONE ELSE

HERE'S WHAT IT TAKES TO MAKE *Complete* KITCHEN PROFITS

Selling complete planned kitchens is simple!

Housewives are familiar with the modern, planned kitchen and its advantages. You'll experience little or no sales resistance. It's a sellers' market that requires only these six activities:

1. PROSPECT GETTING, to obtain a list of "live," modern kitchen-minded customers.

2. KITCHEN EQUIPMENT — cabinets, appliances, fixtures, in your own store or warehouse, or available for prompt delivery from a nearby source.

3. SALESMANSHIP — to contact prospects — to present the modern kitchen story — to close sales.

4. FINANCING — available on convenient terms as an aid in effecting and closing sales.

5. KITCHEN PLANNING SERVICE to prepare modern kitchen layouts to meet individual requirements.

6. INSTALLATION SERVICE — to handle the installation of cabinets, appliances as called for in the accepted plan.

YOU ARE ALREADY DOING 4 OF THESE 6 BIG *Profit* FUNCTIONS

In other words you are 2/3 ready to seize this wide-open opportunity!

THIS KEY

GIVES YOU THE OTHER 1/3 AND OPENS THE DOOR TO

BIGGER PROFITS *in your* BUSINESS

THE PORTA-BILT PLAN

completes the Modern, Planned Kitchen

IT FITS IN YOUR BUSINESS ANY WAY YOU WANT IT TO!

You cannot sell a complete kitchen without cabinets, and here is the simple, easy, profitable plan for fast sales, good profits, satisfied customers, repeat sales.

The PORTA-BILT PLAN SUPPLIES THE CABINETS FOR YOUR COMPLETE PLANNED KITCHENS

Quality built cabinets of modern design in standardized sizes

- to fit any kitchen
- for easy pricing
- for easy planning
- for easy installation
- at a FAT profit

You may arrange to have your Porta-bilt cabinets available

- through a local authorized distributor
- from your own stock

YOU NEED NOT CARRY KITCHEN UNITS IN STOCK

The PORTA-BILT PLAN SETS UP KITCHEN PLANNING SERVICE FOR YOU

Porta-bilt furnishes planning materials designed

- to help you get this profitable business
- to keep your complete kitchen prospects out of price competition
- to make installations quicker, easier, lower in cost

You may obtain kitchen planning service

- through authorized Porta-bilt distributors
- through appliance manufacturer's kitchen planning service
- through a trained kitchen specialist in your own organization

YOU NEED NOT INVEST IN PLANNING SERVICE

The PORTA-BILT PLAN HELPS YOU ARRANGE INSTALLATION SERVICE

Porta-bilt will organize an installation setup with many tested short cuts

- to save time and expense
- to build customer satisfaction
- to enhance your reputation
- to bring you more business

You may obtain installation service any way you want it:

- through a responsible local contractor
- through an authorized Porta-bilt distributor
- through your own crew

YOU NEED NOT INVEST IN INSTALLATION SERVICE

The PORTA-BILT PLAN PROVIDES YOU WITH SALES CO-OPERATION

The Porta-bilt sales plan permits your operation

- to function as a prospect source only, with no responsibility as to selling, planning, installing
- to pre-sell, finance and measure complete kitchen jobs, with no responsibility for planning, installing
- to assume the complete kitchen job from start to finish, either including, or exclusive of the stocking of cabinets

Porta-bilt offers materials

- to obtain prospects
- to contact and sell from
- to train your salesmen
- to aid in measuring, planning, installing complete kitchens

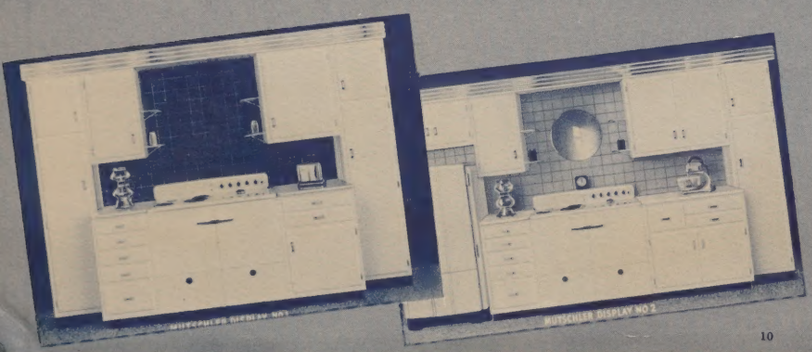
YOU GET EFFECTIVE SELLING HELP TO PRODUCE EXTRA PROFITS ON ADDITIONAL SALES

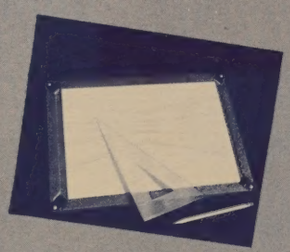
YOU CAN DO ALL OR PART OF THE COMPLETE KITCHEN SELLING JOB...AND MAKE

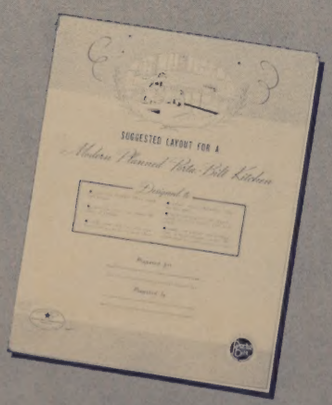
Extra Profits on Everything You Do!

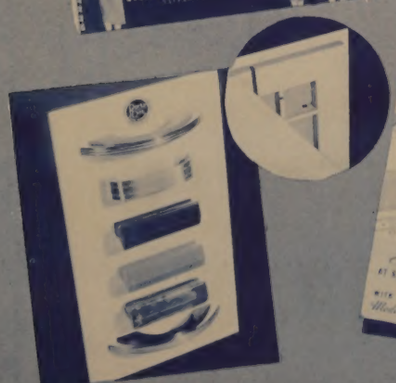
PROFIT MATERIALS

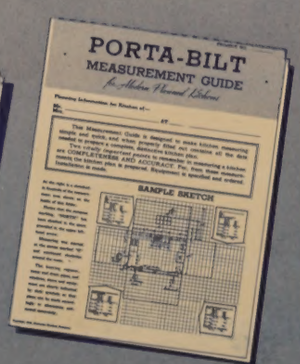
Designed... Prepared... TO FIT INTO YOUR BUSINESS TO HELP YOU DO WHATEVER KITCHEN JOB YOU WANT TO DO











Prospect-Getting Newspaper Ads

THAT TIE IN YOUR BUSINESS WITH THE COMPLETE KITCHEN MOVEMENT

Your newspaper advertising is increasingly important because it links *YOU* with the ever-widening interest in the complete kitchen. These ads are designed to develop prospects for you and establish you as the modern kitchen headquarters in your locality. Porta-bilt supplies standard mats of complete advertisements as well as individual cuts to be used in making up your own ads. All mats are shown for convenient ordering in the Porta-bilt "Ad-builder."

Colorful Floor Demonstration Displays

These displays SELL merchandise! They have proved to be one of the most powerful tools in the sale of modern kitchen equipment. They develop the customer's interest — help "dress up" the store — and serve as excellent backgrounds for cooking schools and kitchen demonstrations. Any type of planned kitchen display you wish can be built easily and quickly right on your selling floor with Porta-bilt Units.

Block Planning Kit and Scale Sheets

Miniature kitchen equipment quickly excites customers' interest . . . enables them to visualize the results of transformation in their kitchens . . . and effectively demonstrates the ease and flexibility of a Porta-bilt installation.

"Plan-It-On-The-Spot" Kitchen Drawing System

A simplified, cleverly-thought-out art course that permits anyone who can hold a pencil to draw attractive, colorful, individualized kitchen sketches in less than a half hour! The complete kit includes a drawing board, triangle, pencil, crayons, pad of paper, kitchen charts, and five short, easy lessons on the use of the material.

Selling Book and Catalog

The Selling Book — a *complete* 16-page salesman's story to the *complete* planned kitchen. Profusely illustrated. Describes how easy it is to plan, buy, install, and own a Porta-bilt Planned Kitchen. A valuable sales assistant the salesman may sell from and leave with the prospect.

The Catalog — a dealer book containing excellent merchandising ideas, the Porta-bilt line of equipment, features and specifications, and installation information.

Kitchen Plan Portfolio

This attractive, dignified folder assembles all the essential material for the final sales presentation to the prospect. Front cover provides space for prospect's name — inside there's a pocket to place the finished sketch of the proposed kitchen — a space to fill in the estimate of cost and budget terms — and a signature space for the customer's approval and acceptance.

Door Construction and Hardware Samples

A sample door with portion cut away, showing latticed construction as used on large ocean liners, is convincing proof why Porta-bilt doors are light, easy to open and resist warping. Door handles are attractively assembled on an enameled board for customer's convenient selection.

Consumer Folder

An excellent, inexpensive folder for general use and wide distribution. Contains "Before and After" installation, Porta-bilt features and the complete line of cabinets, cupboards and sinks.

Measurement Guide

A time-saving aid in obtaining ALL essential details and dimensions of the prospect's kitchen. Ruled squares permit quick sketching in of sink appliances, closets, doors and windows. And there's a check list to avoid omission of necessary planning information.

SALES HELPS

Designed... TO FIT INTO YOUR BUSINESS
Prepared... TO HELP YOU MAKE MORE PROFITS ON MORE SALES

3 SOUND SLIDE FILMS

1 Westinghouse ELEC-TRI-Center Kitchen Film entitled "No Place For Tramps"

The new, 1938 *planned* kitchen film produced by Westinghouse Electric and Manufacturing Company is now available for showing at all Porta-bilt Dealer Meetings. It offers in clear, interesting fashion the fundamentals of the planned kitchen. Every salesman actively promoting the sale of kitchen equipment will be vitally interested in this 15-minute show.

2 Porta-bilt Sales Training Film entitled "Step-by-Step"

A new, fast-stepping 15-minute sound slide film that dramatizes in an interesting and instructive manner the sale of the modern, planned kitchen. It offers salesmen many helpful hints, approaches and answers to objections. It's essential in training your business and developing a larger, more profitable business.

3 Porta-bilt Installation Instruction Film

Fifteen minutes well spent on easy-to-understand facts about installing Porta-bilt kitchen units. A sound slide film that's packed with many helpful suggestions and short cuts to save time, expense and bother ... makes installations that build satisfied customers — reputations — more business.

PORTA-BILT PLANNED KITCHEN PROGRAM

OPERATING MANUAL FOR DEALERS

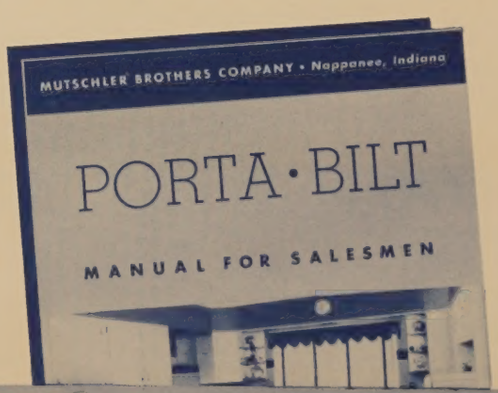
Contains practical, constructive information for an efficient, successful operating procedure. Divided into chapters, each covering thoroughly a basic part of a kitchen business program: the market, kitchen planning, the product, stocks, where and how to get leads, and the sales organization, records and training.

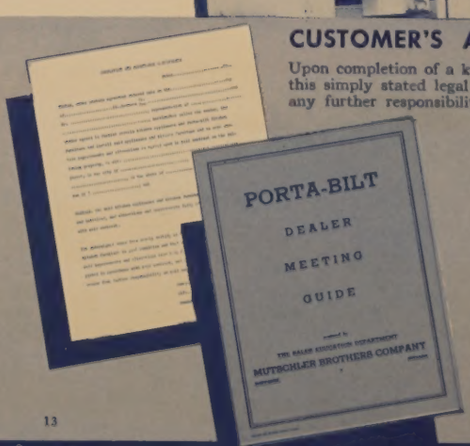
INSTALLATION MANUAL

The last section of the Operating Manual is an Installation Manual. It describes the entire installation procedure from the arrival of the cabinets to the finished kitchen job. Gives tested short cuts used by experienced craftsmen to save time and expense, yet assure quality workmanship and customer satisfaction.

MANUAL FOR SALESMEN

A complete, concise book on selling modern, Porta-bilt Planned Kitchens. Covers the classes of the market, the fundamentals and appeals of salesmanship, taking measurements, presenting the proposed kitchen plan, and closing the sale.



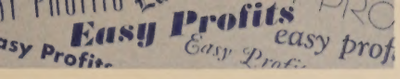


CUSTOMER'S ACCEPTANCE FORM

Upon completion of a kitchen project the customer signs this simply stated legal form, releasing the vendor from any further responsibility.

DEALER MEETING GUIDE

A detailed guide for conducting interesting, stimulating dealer meetings. Contains a complete one hour schedule of prepared speeches and announcements, sound slide films, speaker's charts, and lists the properties required for the entire program.



THE PORTA-BILT PLAN

fits into your Business and offers you

1 A profitable and practical tie-in with the universal interest and demand for complete, planned kitchens.

2 A tested method of selling more appliances on a less competitive basis.

3 A proved method of converting a single appliance sale into a larger sale.

4 A tested method that assures increased satisfaction to your customers.

5 A tested source of increased selling power with far more appeal . . . with more prospects sold, fewer prospects lost.

6 A tested source of increased profits on a larger volume of sales.

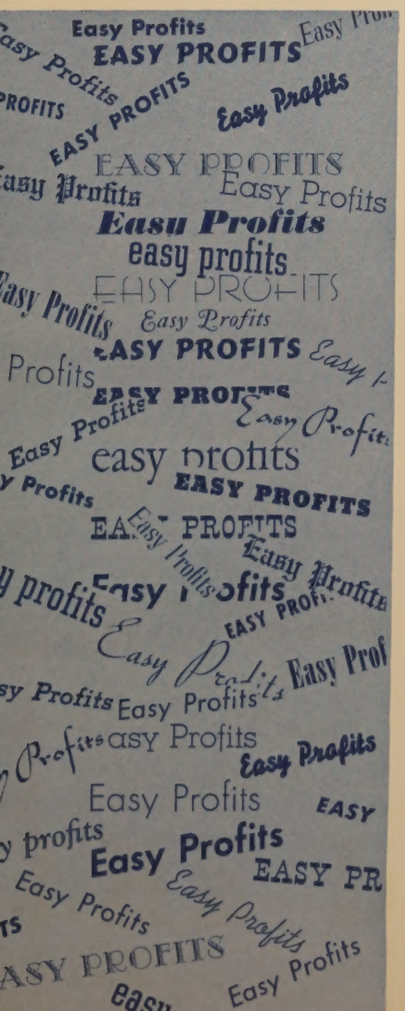
7 A valuable source of buyer good will, word-of-mouth advertising, and enthusiastic boosting by satisfied customers.

8 A complete, flexible program with materials for prospect-getting, sales training, selling, planning, measuring and installing.

All backed up by a company in business more than fifty years

PORTA-BILT CHECK LIST OF MATERIALS

You can decide right now what part of the complete kitchen job you want to do and the materials you'll need to do it.



WILL YOUR ACTIVITIES INCLUDE	√	THEN YOU'LL NEED	FORM NUMBER	PRICE
PROSPECT GETTING	☐			
• THROUGH ADVERTISING		NEWSPAPER AD—"A Porta-bilt Step-Saving Kitchen"	PB-8-2801	FREE MAT
		NEWSPAPER AD—"Every Year You'll Save"	PB-8-2802	FREE MAT
		NEWSPAPER AD—"3 easy steps"	PB-8-2803	FREE MAT
		NEWSPAPER AD—"Conveniently Yours"	PB-8-2804	FREE MAT
		NEWSPAPER "AD-BUILDER"	PB-8-3101	FREE
• THROUGH STORE TRAFFIC		FLOOR DISPLAY—NO. 1	PB-8-2401	See Porta-bilt Mdse. Price List
		FLOOR DISPLAY—NO. 2	PB-8-2402	
SALESMANSHIP	☐			
• OUTSIDE		SOUND SLIDE FILM—"No Place For Tramps"	8-EK-5101	$4.00
		SOUND SLIDE FILM—"STEP-BY-STEP"—together with installation film, sold together as a unit.	MB--381	$6.00
		*SELLING BOOK (CATALOG)	.....	on application
		*CONSUMER FOLDER	PB-8-0402	$7.00 per1000
• IN THE STORE		DOOR CONSTRUCTION SAMPLE	PB-8-1401	50c each
		DOOR PULLS SAMPLE	PB-8-1302	50c each
		BLOCK PLANNING KIT	PB-8-1703	$6.00 each
		MANUAL FOR SALESMEN	PB-8-0802	FREE
		KITCHEN PLAN PORTFOLIO	PB-8-0403	$4.00 per 100
KITCHEN PLANNING SERVICE	☐			
• YOUR OWN SPECIALIST		OPERATING MANUAL FOR DEALERS	PB-8-0801	FREE
		"PLAN-IT-ON-THE-SPOT" KIT	PB-8-4301	$15.00
• LOCAL PORTA-BILT DISTRIBUTOR		MEASUREMENT GUIDE	PB-8-0401	$1.75 per1000
INSTALLATION SERVICE	☐			
• BY A LOCAL CONTRACTOR		INSTALLATION MANUAL—(Included in Operating Manual for Dealers)	PB-8-0801	FREE
• BY YOUR OWN CREW		SOUND SLIDE FILM—on Installation, together with Sales Training Film. Sold together only, as a unit.	MB--381	$6.00
		WORK SCHEDULE SHEETS (Triplicate Forms—25 sets to pad)		50c per pad
		COMPLETION AND ACCEPTANCE FORM (50 sheets to pad)	PB-8-1001	50c per pad
FINANCING	☐			
• APPLIANCE FINANCE PLAN		FORMS YOU NOW USE		
• LOCAL FINANCING SERVICE		FORMS YOU NOW USE		
OBTAINING CABINETS				
• FROM PORTA-BILT DISTRIBUTOR	☐	USE YOUR OWN ORDER FORMS		
• FOR YOUR OWN WAREHOUSE	☐	USE YOUR OWN ORDER FORMS		

AVERY CLASSICS

PB-8-0601

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